## A PROCESS FOR PREPARING (BRANCHED-ALKYL) ARYLSULFONATES AND A (BRANCHED-ALKYL) ARYLSULFONATE COMPOSITION

## Abstract of the Disclosure

A process for preparing branched alkyl aromatic 10 hydrocarbons, which process comprises contacting branched olefins with an aromatic hydrocarbon under alkylating conditions, which branched olefins have been obtained by comprises process which dehydrogenating 15 isoparaffinic composition over a suitable catalyst which composition has been obtained isoparaffinic hydrocracking and hydroisomerization of a paraffinic wax and which isoparaffinic composition comprises paraffins having a carbon number in the range of from 7 to 35, of which paraffins at least a portion of the molecules is 20 branched, the average number of branches per paraffin molecule being at least 0.5 and the branching comprising methyl and optionally ethyl branches; a process (branched-alkyl) arylsulfonates, preparing comprising 25 sulfonating branched alkyl aromatic hydrocarbons which branched alkyl aromatic hydrocarbons have been prepared by the said process for preparing branched alkyl aromatic and branched alkyl aromatic hydrocarbon hydrocarbons; (branched-alkyl) arylsulfonate compositions and 30 compositions which are obtainable by the processes so defined.